

STATE OF TEXAS                                 \$  
COUNTY OF FORT BEND                     \$

**WORK AUTHORIZATION NO. 2**  
**AGREEMENT FOR MARKETING SERVICES FOR FBC PUBLIC TRANSPORTATION**  
**WITH VESTA REA & ASSOCIATES, L.L.C.**  
**RFP 18-097**

**THIS WORK AUTHORIZATION** is made pursuant to the terms and conditions of Section 6. of the Agreement for Marketing Services for FBC Public Transportation (hereinafter “Agreement”) signed on April 9<sup>th</sup>, 2019, and entered into by and between Fort Bend County, (hereinafter “County”), a body corporate and politic under the laws of the State of Texas, and Vesta Rea & Associates, L.L.C. (hereinafter “Contractor”), a company authorized to conduct business in the State of Texas

**PART I. Scope of Work.** The Contractor will perform professional services as defined in the attached Exhibit A “Scope of Work”, Exhibit B “Cost Estimate”, and Exhibit C “Project Timeline”.

**PART II. Maximum Compensation.** The maximum amount payable under this Work Authorization is one hundred twenty thousand five hundred dollars and no/100 (**\$120,500.00**). This amount is based upon fees set forth in Exhibit B, "Cost Estimate".

**PART III. Payment.** Payment to the Contractor for the services established under this Work Authorization shall be made in accordance with Section 3 of the Agreement.

**PART IV. Dates of Performance.** This Work Authorization shall become effective on the date of final acceptance of the parties hereto and shall terminate on March 1, 2022, unless extended by an Amendment to this Work Authorization as provided in the Agreement.

**PART V. Waivers.** This Work Authorization does not waive the parties' responsibilities and obligations provided under the Agreement.

**IN WITNESS WHEREOF**, this Work Authorization is executed in duplicate counterparts and hereby accepted and acknowledged below.

*{Execution Page Follows}*  
*{Remainder Intentionally Left Blank}*

**FORT BEND COUNTY**

*KP George*  
County Judge KP George

KP George, County Judge

3-9-2021

Date

ATTEST:

*Laura Richard*

Laura Richard, County Clerk



**VESTA REA & ASSOCIATES, L.L.C.**

*Vesta Gaubert*

Authorized Agent- Signature

VESTA GAUBERT

Authorized Agent- Printed Name

PRESIDENT

Title

MARCH 3, 2021

Date

Reviewed by:

*Perri D'Armond*

Perri D'Armond

FBC Public Transit Director

**AUDITOR'S CERTIFICATE**

I hereby certify that funds are available in the amount of \$ 120,500.00 to accomplish and pay the obligation of Fort Bend County under this contract.

*Robert Ed Sturdivant*

Robert Ed Sturdivant, County Auditor

# **EXHIBIT A**

## **Scope of Work**

Work Authorization 2  
Scope of Work for Marketing Services  
Budget: \$120,500

**Task 1: FBT Brand Launch**

Cost: \$17,500

Vesta Rea & Associates shall implement a public relations effort focused on spreading awareness and “launching” the new FBT image among Commuter and Demand Response riders, including core riders, occasional riders and the general public/non-riders.

Cost includes, but is not limited to:

- 1.1 Development of contact database in collaboration with FBCPT that will include local political and community leaders, local transit reporters, local community reporters, and riders (if contact information is available).
- 1.2 Development and production of media packets that will be distributed to specified individuals from contact database
- 1.3 Write, format and distribute press releases using various media outlets
- 1.4 Development and buying of Digital Media advertising
- 1.5 Creation of brief social media calendar that focuses on highlighting “new look, same FBT” theme
- 1.6 Plan press releases and media blasts that generate publicity, word of mouth and grows the overall social media presence of FBT

**Task 2: Marketing Campaign Implementation**

Cost: \$71,000

Vesta Rea & Associates shall implement strategies developed for the marketing campaign that promotes awareness of public transportation among Commuter riders, including core riders, occasional riders and the general public/non-riders, and aims to increase ridership.

Cost includes, but is not limited to:

- 2.1 Development of a social media calendar
- 2.2 Writing and editing of social media content
- 2.3 Development of advertising messaging
- 2.4 Maintenance of contact database developed for marketing/outreach efforts
- 2.5 Purchasing and launch of media spots among strategic outlets
- 2.6 Development of any marketing collateral specifically related to promoting the commuter and demand response services in relation to the marketing strategies
- 2.7 Implementation of any events in relation to marketing strategies and/or FBT participation in relevant events
- 2.8 Development and implementation of promotions, media kits, corporate information packets and other associated items for internal and external FBT use
- 2.9 Development of photography, graphic designs and/or stock art/print options for the use in collateral material, website, social media and print

- 2.10 Development of benchmarking for social media and digital tools to aid in metric measurements to gauge impact/success of marketing plan strategies and tactics

*Deliverable:* Implementation of the approved marketing strategies from Work Authorization #1, Task 3: Marketing Plan Strategy Development.

*Cost: \$3,000 Marketing Plan Deliverable*

Vesta Rea & Associates shall develop and implement a plan that incorporates a wide range of marketing strategies to effectively promote the awareness, actual use of public transportation services to key audiences including but not limited to core riders, occasional riders, and the general public/non-riders. This work was performed in WA #1.

*Deliverable:* A draft written report detailing the recommended marketing plan and strategies based on market research and analysis. One (1) electronic draft report to be provided for FBCPT records.

Upon approval of the draft report by FBCPT, one (1) printed and bounded report and one (1) electronic copy of the Marketing Plan and Strategy Development should be provided for FBCPT records.

### **Task 3: Sub-marketing Strategy Development**

*Cost: \$2,000 per sub-marketing strategy*

Vesta Rea & Associates shall develop and implement a sub-marketing strategy that incorporates a wide range of marketing strategies to effectively promote the awareness, and actual use of public transportation services to key audiences including, but not limited to, core riders, occasional riders, and the general public/non-riders.

Cost includes, but is not limited to:

- 3.1 Develop specific project-based sub-marketing strategy for new Commuter Services to Downtown Houston.
- 3.2 Develop specific project-based sub-marketing strategy for any new routes or services requested by FBCPT.

*Deliverable:* A written report detailing the results of market research and analysis, market research findings, and a summary of preliminary strategies for FBCPT review. One (1) electronic copy to be provided for FBCPT records.

### **Task 4: Promotional and Marketing Item Development**

*Not to Exceed: \$30,000*

Vesta Rea & Associates shall develop promotional and marketing collateral, as required, that is consistent with the new direction of the FBT brand.

- 4.1 Develop high-quality, cost-effective production options for trade, print, marketing material and related items.
- 4.2 Develop photography, videography, and stock art/music/print options for use in collateral material, website and print.
- 4.3 Develop and print schedules, maps, tickets, displays, promotional materials, or other activities.
- 4.4 Design graphics and materials associated with the marketing plan and strategies, including but not limited to existing and future expansion of transportation services.

*Deliverable:* Promotional or advertising items in a finalized and/or "print ready" state.

# **EXHIBIT B**

## **Cost Estimate**

WORK AUTHORIZATION #2 BUDGET							
	Hourly Rate	Administrative Fee	Task 1 Brand Launch \$17,500	Task 2 Marketing Campaign \$71,000	Task 3 Sub-Marketing Strategy \$2,000	Task 4 Promo/Marketing Item Development \$30,000	Total Cost \$117,500
<b>Personnel</b>							
Principal Marketing Coordinator	\$ 150.00			20			\$ 3,000.00
Deputy Marketing Manager	\$ 95.00			81			\$ 7,695.00
Senior Graphic Designer	\$ 85.00		19.00	85			\$ 8,840.00
Outreach Manager	\$ 60.00		6.20	16			\$ 1,332.00
New Media Manager	\$ 55.00		30.00	86			\$ 6,380.00
Operations Manager	\$ 50.00			20			\$ 1,000.00
Senior Media Manager (BDL)	\$ 75.00		16.00	5			\$ 1,575.00
Deputy Media Manager (BDL)	\$ 60.00		41.75	14			\$ 3,345.00
						<b>Sub-Total</b>	<b>\$ 33,167.00</b>
<b>Negotiated Item</b>							
Advertising/Media Buying			\$ 5,000.00	\$ 40,000.00			\$ 45,000.00
						<b>Sub-Total</b>	<b>\$ 45,000.00</b>
<b>Fixed Cost</b>							
Marketing Plan Deliverable				\$ 3,000.00			\$ 3,000.00
Downtown Houston Sub-Marketing Strategy					\$ 2,000.00		\$ 2,000.00
						<b>Sub-Total</b>	<b>\$ 5,000.00</b>
<b>Collateral</b>							
Folder and container production and pens		\$ 567.39	\$ 3,782.61				\$ 4,350.00
							\$ -
						<b>Sub-Total</b>	<b>\$ 4,350.00</b>



WORK AUTHORIZATION #2 BUDGET							
	Hourly Rate	Administrative Fee	Task 1 Brand Launch \$17,500	Task 2 Marketing Campaign \$71,000	Task 3 Sub-Marketing Strategy \$2,000	Task 4 Promo/Marketing Item Development \$30,000	Total Cost \$117,500
Other							
Printing		\$ 89.09	\$ 93.91	\$ 500.00			\$ 683.00
Postage		\$ 52.17	\$ 347.83				\$ 400.00
Email Marketing Software			\$ 100.00	\$ 1,000.00			\$ 1,100.00
Social Media Management Software				\$ 400.00			\$ 400.00
Misc. Promotional and Marketing Item Development						\$ 30,000.00	\$ 30,000.00
Travel/Mileage (Billed Per the County Travel Policy)			\$ 200.00	\$ 200.00			\$ 400.00
						Sub-Total	\$ 32,983.00
TOTAL BUDGET							\$ 120,500.00

- NOTES:
1. At the time of WA#2 budget development, the comprehensive Marketing Plan has not been completed and approved. Due to unknown collateral, all marketing work was factored into the hourly rates. VRA did estimate funds for printing. Regardless of collateral produced or work performed, Task 2 will remain within its stated budget of \$80,000, with FBCPT representatives approving all collateral creation/spending before work is performed.
  2. The advertising/media buying cost for Task 1 & 2 represents a quote prior to negotiations. VRA's subconsultant, Boone DeLeon, will be responsible for media negotiations. However, VRA nor Boone DeLeon can guarantee the quoted price will be reduced after negotiations. The cost of the advertising/media buy would be at the negotiated cost.
  3. The \$30K fee associated for Task 4 includes administrative cost which is not listed. Since there is no way of knowing how much that would be at this time, we are noting it here.

# **EXHIBIT C**

## **Project Timeline**

From Notice to Proceed (NTP)

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Task 1: Brand Launch</b>												
Week 1: Kickoff Meeting												
Collateral Development												
Launch Period												
<b>Task 2: Marketing Campaign Implementation</b>												
Development Period for collateral, messaging, etc. FBT review for items developed included in this timeframe.												
Advertising Phase I***												
Advertising Phase II***												
Implementation of strategies begin												
<b>Task 3: Sub-Marketing Strategy Development for Downtown Service</b>												
Client Review Period* (1 wk)												
VRA Edit Period** (3-5 days)												
Final Sub-Marketing Strategy Plan												
<b>Task 4: Promotional and Marketing Item Development</b>												

TO NOTE:

★ The stars placed in the timeline indicate when a final, physical deliverable is due to Fort Bend County Public Transportation.

\* VRA has estimated a one (1) week (five [5] business days) review period for Fort Bend County Public Transportation to review the draft deliverable and make any necessary / preferred changes.

\*\* Depending on the severity of requested changes, VRA’s editing period could last from 3-5 business days. VRA has assumed a five (5) business day period for this timeline.

\*\*\* The advertising phases will be heavily influenced by the NTP receipt date. The goal of the advertising is to avoid summer and holiday months, so the above blocked out timeframes are estimates and may change.

# CERTIFICATE OF INTERESTED PARTIES

**FORM 1295**

1 of 1

Complete Nos. 1 - 4 and 6 if there are interested parties.  
Complete Nos. 1, 2, 3, 5, and 6 if there are no interested parties.

**OFFICE USE ONLY  
CERTIFICATION OF FILING****1 Name of business entity filing form, and the city, state and country of the business entity's place of business.**

Vesta Rea & Associates, L.L.C.  
Spring, TX United States

**Certificate Number:**  
2021-722815

**Date Filed:**  
03/03/2021

**Date Acknowledged:**  
03/09/2021

**2 Name of governmental entity or state agency that is a party to the contract for which the form is being filed.**

Fort Bend County, Texas

**3 Provide the identification number used by the governmental entity or state agency to track or identify the contract, and provide a description of the services, goods, or other property to be provided under the contract.**

RFP 18-097  
Marketing Services

4	Name of Interested Party	City, State, Country (place of business)	Nature of interest (check applicable)	
			Controlling	Intermediary
	Gaubert, Vesta	Spring, TX United States	X	

**5 Check only if there is NO Interested Party.**☐**6 UNSWORN DECLARATION**

My name is \_\_\_\_\_, and my date of birth is \_\_\_\_\_.

My address is \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_.  
(street) (city) (state) (zip code) (country)

I declare under penalty of perjury that the foregoing is true and correct.

Executed in \_\_\_\_\_ County, State of \_\_\_\_\_, on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.  
(month) (year)

\_\_\_\_\_  
Signature of authorized agent of contracting business entity  
(Declarant)